

3/27/87

CAPRI TRACKING

Telephone tracking in Louisiana began 3/19. One thousand interviews were conducted among filter cigarette smokers, 700 women and 300 men.

Twelve women (1.7% share among women) currently smoke Capri as their regular brand. Five were aged 18-35 and 7 were 35+. These smokers' previous brands were as follows:

B&H Lights Menthol
B&H DUL Menthol
Marlboro Lights 100
Virginia Slims Lights Menthol (2)
Virginia Slims Lights 120 Regular
Virginia Slims Lights 120 Menthol

Barclay 100 Menthol
Eve Lights 120 Menthol
Salem Lights 100
Winston Lights 100
"Other" 85 Regular

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